

Sweet Karoline's Cakes Technical Systems	Version: 1.0
Use Case Specification: Create Email Campaign	Date: 12/03/2018
Very Good Company	Use Case ID: L002

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1. Create Email Campaign

1.1 Brief Description

Karoline will generate email marketing material by utilizing CRM software to establish business centric campaigns (i.e. wedding specials, birthday reminders, etc.) on either premade or custom templates.

2. Flow of Events

2.1 Basic Flow

Actors: Karoline, CRM software

Karoline will use a premade email template to distribute information, sales, and other material to customers. System will display selected template for EDITING, PRINTING, DELETING, and SENDING.

2.1.1 *Image is uploaded*

If image(s) will be used in the email marketing campaign, a .jpeg will be uploaded by Karoline. This image will then be edited to ensure cohesiveness and formatting to ensure proper display.

2.2 Alternative Flows

2.2.1 Custom template is selected

Actors: Karoline, CRM software

Karoline may select a custom template design and structure the layout as she sees fit.

2.2.2 *Email campaign is AUTOMATICALLY distributed*

Actors: Karoline, CRM software

Karoline may select particular email campaigns to reoccur at a particular date/anniversary

This feature will include any/all recipients that Karoline wants and can be edited before the distribution date.

3. Special Requirements

There are no Special Requirements

4. Pre-conditions

4.1 Access to CRM software for customer email list is required

Karoline must have access/permission to login to CRM software to CREATE/EDIT/DELETE email and/or email list.

4.2 Customer email(s) must be stored using the CRM software.

New and existing customer's information that is obtained must be entered into the CRM software program.

5. Post-conditions

5.1 Created email campaigns will be sent

Email Campaigns that are not set to send automatically MUST be sent by Karoline at the appropriate time.

6. Extension Points

There are no Extension Points